



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 338193

Schedule Dates 10/23/12-10/29/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Polholm (2056)
Product Political - State Candidate (1071)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID, BETSY
Phone/Fax /
CPE 11/15/325
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/30/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06386420
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,676.25
Net Total \$94,498.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 110 \$86,700.00
Nov. 2012 26 \$24,475.00
Grand Total: 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen		1	1	1	1	1			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11A- Anderson		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	ANDERSON/3	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:37A- Late Night		1	1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	LATE NIGHT/4	10/22/12
4.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:30P- The Doctors		1	1	1	1	2			5	\$275.00	\$1,375.00	Pittsburgh (WPXI)	DOCTORS/5	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon		1	1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	NOON NEWS/6	10/22/12
6.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6P- CHANNEL 11 NEWS							1		1	\$625.00	\$625.00	Pittsburgh (WPXI)	NEWS 6-630P/21	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		1	1	1	1	1			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	LATE NEWS/2	10/22/12
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	1:30P- Today Show 130P		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/7	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:30P- Who Wants To Be A Millionaire		1	1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	MILLIONAIRE/8	10/22/12
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p		1	1	1	1	1			4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/9	10/22/12
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p		1	1	1	1	1			4	\$500.00	\$2,000.00	Pittsburgh (WPXI)	JUDY 430-5P/10	10/22/12
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/11	10/22/12

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Oct. 2012 110 \$86,700.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 530-6P/12	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F		1	1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:59A- Channel 11 News 6am		1	1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/14	10/22/12
16.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy		1	1	1	1	1			4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/15	10/22/12
17.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7A- 8A (EST)		1	1	1	1	1			4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/16	10/22/12
18.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE		1	1	1	1	1			4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	10/22/12
19.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)		1	1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	TODAY 8-9A/18	10/22/12
20.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57P- The Voice 8-10P	1								1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	VOICE 8-10P/19	10/22/12
21.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	LATE NEWS/20	10/22/12
22.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)							2		2	\$350.00	\$700.00	Pittsburgh (WPXI)	NEWS 6-8A/22	10/22/12
23.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)							2		2	\$375.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/23	10/22/12
24.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P							1		1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	LATE NEWS 1130-1235A/24	10/22/12

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CO-OP Yes
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Package Deal
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Pittsburgh (WPXI)

By Broadcast Month	Spots	Rate
Oct. 2012	110	\$86,700.00
Nov. 2012	26	\$24,475.00
Grand Total:	136	\$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	S:28A- CHANNEL 11 SUNDAY MORN NEWS								2	2	\$350.00	\$700.00	Pittsburgh (WPXI)	NEWS 530A-8A/25	10/22/12
26.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/26	10/22/12
27.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								2	2	\$375.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-10A/27	10/22/12
28.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10A- Ellen									1	\$350.00	\$350.00	Pittsburgh (WPXI)	ELLEN/28	10/22/12
29.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/29	10/22/12
30.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11A- Anderson									1	\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON/30	10/22/12
31.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	12:37A- Late Night									1	\$250.00	\$250.00	Pittsburgh (WPXI)	LATE NIGHT/31	10/22/12
32.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	12:30P- The Doctors 1230-130P									1	\$275.00	\$275.00	Pittsburgh (WPXI)	DOCTORS/32	10/22/12
33.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon									1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/33	10/22/12
34.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	1:30P- Today Show 130P									1	\$275.00	\$275.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/34	10/22/12
35.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	2:30P- Who Wants To Be A Millionaire									1	\$275.00	\$275.00	Pittsburgh (WPXI)	MILLIONAIRE/35	10/22/12

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Oct. 2012 110 \$86,700.00
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36.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4P- Judge Judy 4p	1	1							1	\$400.00		Pittsburgh (WPXI)	JUDGE JUDY 4-430P/36	10/22/12
36.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
37.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	4:29P- Judge Judy 430p	1	1							1	\$500.00		Pittsburgh (WPXI)	JUDGE JUDY 430-5P/37	10/22/12
37.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
38.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)	1	1							1	\$800.00		Pittsburgh (WPXI)	NEWS 5-530P/38	10/22/12
39.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)	1	1							1	\$800.00		Pittsburgh (WPXI)	NEWS 530-6P/39	10/22/12
40.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00		Pittsburgh (WPXI)	NEWS 6-630P/40	10/22/12
41.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:59A- Channel 11 News 6am	1	1							1	\$800.00		Pittsburgh (WPXI)	NEWS 6-7A/41	10/22/12
42.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6:59P- Jeopardy	1	1							1	\$1,650.00		Pittsburgh (WPXI)	JEOP 7-730P/42	10/22/12
43.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7A- 8A (EST)	1	1							1	\$625.00		Pittsburgh (WPXI)	TODAY SHOW 7-8A/43	10/22/12
44.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$1,650.00		Pittsburgh (WPXI)	WHEEL 730-8P/44	10/22/12

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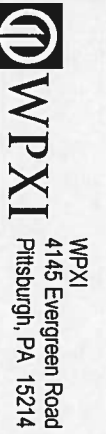
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45.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	8A- 9A (EST)	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	TODAY 8-9A/45	10/22/12
46.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:29A- Channel 11 News 530am			1	1	1				3	\$550.00	\$1,650.00	Pittsburgh (WPXI)	NEWS 530A-6A/46	10/23/12
47.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:59A- Channel 11 News 6am			1	1	1				3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/47	10/23/12
48.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	9A- Today Show 9a			1	1	1				3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 9-10A/48	10/23/12
49.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5P- 5:30P (EST)			1	1	1				1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/49	10/23/12
49.0.1	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
49.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
50.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:30P- 6P (EST)			1	1	1				1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/50	10/23/12
50.0.1	Closed Preempt	10/25/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
50.0.2	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
51.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1				3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/51	10/23/12
52.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	7P- Jerome Bettis 7-730P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	BETTIS 7-730P/53	10/23/12

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54.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:29A- Channel 11 News 530am		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 530A-6A/56	10/23/12
55.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:59A- Channel 11 News 6am		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/57	10/23/12
56.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show 9a		1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY 9-10A/58	10/23/12
57.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/59	10/23/12
58.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/60	10/23/12
59.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/62	10/23/12
60.0	Normal Line / Sports-Football	10/28/12-10/28/12	5	:30	8:13P- NBC Sunday Night Football							1		1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	NFL 805P-12M/54	10/23/12
61.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6:59P- Jeopardy		1		X	X	X			1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/52	10/23/12
62.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F		1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/61	10/23/12
63.0	M/G For 50.0,1,50.0,2 / Prime	10/26/12-10/26/12	5	:30	10P- Dateline 10-11P						1			1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	DATeline/49	10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 338193

Schedule Dates 10/23/12-10/29/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - State Candidate (1071)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/325
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/30/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06386420
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,676.25
Net Total \$94,498.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012 110 \$86,700.00
Nov. 2012 26 \$24,475.00
Grand Total: 136 \$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
64.0	M/G For 49.0.1 / Spot	10/25/12-10/26/12	4	:30	4:58A- Channel 11 News 5am					1	1			2	\$800.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 5-530a/49	10/23/12
64.1	M/G For 49.0.1 / Spot	10/25/12-10/26/12	4	:30	4:58A- Channel 11 News 5am					1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530a/49	10/23/12
65.0	Normal Line / Spot	10/25/12-10/26/12	4	:30	9A- Today Show 9a					1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	Today/50	10/23/12
66.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)		1							1			Pittsburgh (WPXI-ALTT)		10/29/12
66.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4:30P- 5P (EST)		1							1	\$500.00	\$500.00	Pittsburgh (WPXI)		10/30/12
67.0	Revised Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)		1							1			Pittsburgh (WPXI-ALTT)		10/29/12
67.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)		1							1	\$400.00	\$400.00	Pittsburgh (WPXI)		10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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